

A man wearing sunglasses and a woman wearing a flat cap are looking at a smartphone together. The man is holding the phone, and the woman is pointing at the screen. They are both smiling and appear to be outdoors.

Building stronger marketing teams

Marketing 2.0

What does Web 2.0 mean for modern, personalized marketing?

Online marketing has changed, again. The technologies of the 'Web 2.0' generation of applications and services have big implications for internet advertising and how internet marketers work. They have triggered a massive wave of participative communities, online social networks, user generated content and social media that have changed the landscape marketers work in. Marketers need to adjust their models and campaigns to use these new tools and to harness the power of online marketing effectively. But to succeed in internet marketing there are challenges in thinking, structure and marketing processes that have to be overcome. What are the challenges? What are the key elements of Web 2.0 that matter most? What are the tips from our team here at Digital for marketers to approach Web 2.0 services the right way?

Danny Meadows-Klue

Questions and debate

Danny@DigitalStrategyConsulting.com

<http://www.DigitalTrainingAcademy.com/web2>

Macie pytania? Napiszcie do mnie

Get in touch!

Mail me more of your questions

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Trainer | Commentator | Strategist | Coach

**Danny@DigitalStrategyConsulting.com
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Today's question:

Marketing 2.0

“What does Web 2.0 mean for modern, personalized marketing?”

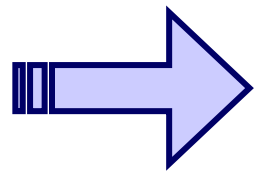
Today's executive academy

Marketing 2.0: What does Web 2.0 mean for modern, personalized marketing?

- 1 Key challenges for marketers in the digital world**
- 2 Where are we today?**
- 3 Time - the key media currency**
- 4 Money - online adspend leaps**
- 5 Marketing - new ideas**
- 6 Ways to reach consumers**
- 7 Measurement**
- 8 Key trends**
- 9 Case study - combining it all together**
- 10 Simple steps**

Your actions after this seminar

- **Email us for:**
 - **Details of the free Web Analytics academy you can download**
 - **Free access to our digital marketing news service**
 - **Suggested books on digital marketing**
 - **Reports on communities and social networks**
- **Need more?**
 - **Email Danny@DigitalStrategyConsulting.com for free research reports**
 - **Digital Insight Report**
 - **Post your questions... www.DigitalTrainingAcademy.com/web2**



Web 2.0

A new communication ecosystem

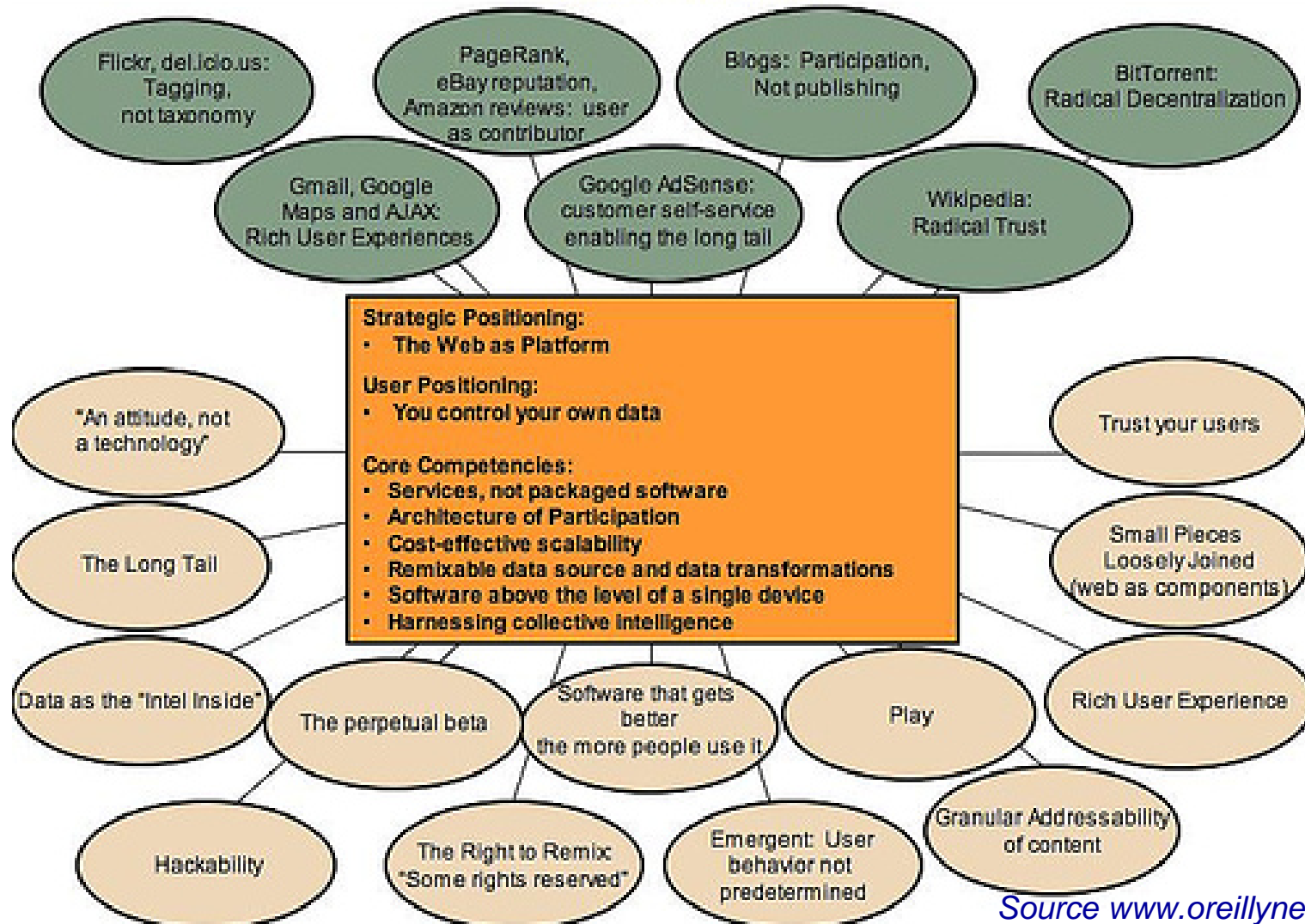
Web 2.0: a web of ideas

**30 different concepts that underpin successful online products and services.
Some of the most powerful issues for marketers include:**

- 1. Participation of the audience**
- 2. Encouraging users to generate content**
- 3. Nurturing and harnessing online social networks**
- 4. Tapping into the collective intelligence of groups**
- 5. Understanding the connectedness of the user**
- 6. Combining data sets together to create new interfaces: mash-ups**

“Like many important concepts, Web 2.0 doesn't have a hard boundary, but rather, a gravitational core.” - Tim O'Reilly

Web 2.0 Meme Map



Source www.oreillynet.com

‘Advertising 2.0’?

Strong implications for effective communication

Engagement

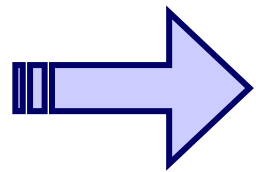
Replaces

Interruption

Dialogue

Replaces

Monologue



***What are the ways to reach consumers?
What are the new tools?***

Giving marketers real accountability



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [more »](#)

digital strategy

Search

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Search: ☐ the web ☒ pages from the UK

Web

Results 1 - 10 of about 13,200,000 for

Search engines: the new tools for customer acquisition...

Direct marketing

...with massive implications for campaign management and accountability

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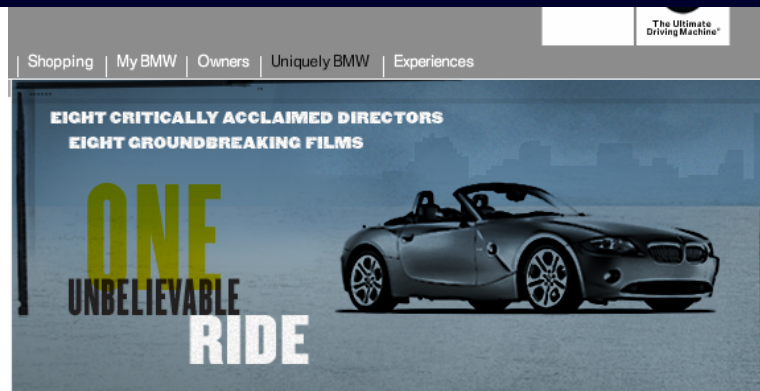
[it/strategy.html](#) - 19k - [Cached](#) - [Similar pages](#)

More tools: branded content

A new role for brands as entertainment media

Branded content

***...with massive implications for campaign how
firms can deal direct with consumers***



More tools: Email

Email is one of the most diverse digital marketing channels

- Email as an acquisition channel
- Email as a relationship channel
- Email as a brand building channel

LastMinute.com



More tools: viral email

- **Viral email marketing propels campaigns further**
- **Virals harness people's enthusiasm to share**
- **Virals can build campaign reach**
- **Virals can be particularly strong at building brand image**



More tools: Blogging can be...

- **Powerful corporate communications tools: giving firms a face and their leaders a real voice**
- **Intimate ways for smaller firms to showcase their passions and talk with customers**
- **Opportunities for brands to create blogging spaces for their customers or community**

More tools: Corporate blogging



The screenshot shows a Blogger blog titled "Jonathan's Blog" by Jonathan Schwartz. The header includes a profile picture of Jonathan and a small image of a building. The main content area displays a post dated Friday, December 09, 2005, titled "Let's Change This". The post text discusses the benefits of open source and open standards, mentioning Dell, HP, IBM, and various open source operating systems. It also touches on the automotive industry and the importance of network access. The post is categorized under "General" and "Java". There are social media links for RSS, XML, and a "Sim" link. The footer of the blog post area includes a copyright notice for Digital Strategy Consulting.

Jonathan's Blog

All | General | Java

Friday December 09, 2005

Let's Change This

You likely know that electricity is my favorite what started as a luxury for one very well committed to deliver to their citizenry. Why

To that end, to my colleagues at Dell and HP: the invitation remains open: we'd love to partner around the fastest growing open source operating system the market's ever seen. With customers demanding more choice, now's exactly the *wrong* time to lean proprietary. How long are you willing to give IBM the advantage?

The same is true for the automobile - to this day, governments across the world subsidize the building of roads to traverse continents, connect markets and create opportunity. No one can doubt the transformative impact of the automobile. (Did you know chauffeurs of over how many chauffeurs the world could still dissimilar to the now debunked fear surrounding

We continue to see more and more software providers and customers joining up - even governments are looking to the open source license and governance model we're using as a great foundation for local industrial and economic development. (In fact, I was with officials from the government of Venezuela last week, and this was a hot topic of discussion - I was stunned to learn that despite being an OPEC nation, only 5% of Venezuela's population has network access. You can count on free and open source software playing a prominent role in bringing the remainder on-line).

Google clearly reaches a far broader audience than Windows Media Player. OpenOffice can reach a far broader audience than Microsoft Office.

But a well adopted open standard could, and should, trump us both.

From where I sit, that's exactly the opportunity, and the obligation.

And GE has a booming business in the delivery of low-impact power generation technologies, from wind turbines to extremely efficient jet engines.

Sun's President and COO Jonathan Schwartz blog

<http://blogs.sun.com/jonathan>

More tools: SME blogging

[Contents](#) | [Who](#) [About](#) [Popular](#) [Navigators](#) [Milestones](#) [Smallprint](#)

Meadows-Klue on Media

Scattered postings from a hitchhikers travel journal

The Journey on the road to the digital networked community



Welcome

Thanks for dropping into my personal blog site. The last twelve months of public posts are available on this page, but the blog's content properly got going back in 2000 with some of the posts from diaries and travel journals dating back to the start of the nineties, just as the first ripples of the digital networked society could start being felt. As well as reading this year's posts, you can [find out more about this blog](#), or skip to some of the more popular posts, including the [how the US presidential challenges made it online in 1998](#), some from the [projects we ran in Ethiopia back in 2000](#), what it was like to [enjoy early wireless hotspots in 2001](#), or the challenges of internet [access in Italy in 2005](#). These private spaces were only opened up a year or so ago; please respect it's a private space and keep any comments on topic. I hope you find the posts useful or interesting, and if so, then why not drop me a line. Home is where you hang your @, and you'll find mine around Danny@DigitalStrategyConsulting.com

June 17, 2007 | [Permalink](#)

Water-lilies on the streets



It's early Sunday morning in Covent Garden's Neal Street. The cafes are only just opening up and I'm looking for a table outside in the sun to catch up on some emails and enjoy a coffee. Neal Street is a few blocks from our office, and probably more famous for its trainer shops than anything else, but this morning it's not the shoes that are catching my eye, it's a full size high quality reproduction of Monet's 'The water-lily pond' inside a bright gold wooden frame, and on the opposite side of the street a massive replica of Constable's 'Hay Wain'.

[Take the tour](#) | [See the pictures on Flickr](#) | [Enjoy Craig Richardson's slideshow of The Grand Tour](#)

[Continue reading "Water-lilies on the streets" »](#)

June 17, 2007 | [Permalink](#) | [Comments \(1\)](#) | [TrackBack \(0\)](#)

Who is this guy?

About This Blog

Popular Posts

[Big brother really is watching you: Security fears and another knee-jerk response](#)

[Back to the future](#)

[My beautiful launderette](#)

[The day they hit London](#)

[Ethiopia gets wired, but the roof's still leaking](#)

[Tablet PCs: Jagged little pill](#)

[Darwinism goes digital](#)

Milestones

More tools: Personal blogging

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More tools: blogs in media

Gazeta.pl Forum Poczta Gwar.pl

Pomoc Regulamin Spis blogów Katalog Syndykat

Blox tu się dobrze pisze
- już 137288 blogów

Pisz swój dziennik w Internecie
Komentuj wydarzenia swoimi zainteresowanymi
Zaloguj się

Masz już swoje konto na Gazeta.pl? Zaloguj się.

Wiadomości NOWE

Polityka Polska Świat Kultura Nauka Prasa

IPN: Nie doszło do wycieku "listy Kurtyki"

Rozłam w delegacji związkowców służby zdrowia
Lech Wałęsa o prezydencie: "S-syn" to jeszcze za mało
Pierwszy krok do kompromisu na szczycie UE?
Andrzej Lepper: "Wprost" oszukuje czytelników
Irlandia: Polak posądzony o napad z bronią w areszcie
Rentgen wykrył 6 igieł w ciele rocznego chłopca
Włochy: ukarano 14 deputowanych opozycji
USA: Po 40 latach mężczyzna odzyskał zgubiony portfel

Sport

Euro 2012 Futbol Siatkówka Koszykówka Z czołówki

Agnieszka Radwańska zagra z Justine Henin

Bryant do swoich fanów: kupujcie koszulki Bulls
Milan przechrzył Inter, czystki w Barcelonie
Euro 2012: Polska zgłasza jeszcze Kraków i Chorzów
Kubica pojedzie w GP Francji | Schumacher najszybszy
Hiszpańska prasa: Bernd Schuster trenerem Realu
Chiński trener bił zawodniczki i kradł im pieniądze
Kolarze będą płacić grubą kasę za doping
Legia znów może się starać o Diego Tristana Z Czołówki.pl

Fora prywatne Zaloguj się forum

Linux | Kurdystan i Kurdowie | Studenci farmacji

Blogi: Blox.pl zaloguj blog nowe komentarze

Zakaz obserwacji samolotów | brwinoff
Wrocławskie gadzety | Wrocław
Co nas latem gryzie? | O przyrodzie
Anglia - najgorsza kuchnia świata | Polska Wyspa

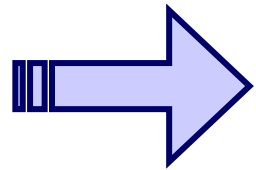
Forum: podyskutuj Ludzie piszą

Sudety: szukam miejsca na oświadczenie
Czy potrzebny nam PESEL2 i PL-ID?
Najdziwniejsze potwory z horrorów
Zdjęcia kotów FotoForum

Dwukropek.pl: fajne oferty Dodaj ofertę

Syndykat
Eskape
Przerwa do sierpnia!
LESZCZ 20
przed sesją 20 czerwca :
LESZCZ 20
fund watch 3:1

DIGITAL STRATEGY CONSULTING
Making sense of a digital world
DigitalStrategyConsulting.com



What are the key challenges for marketers in the digital world?

It's about navigating the...

Marketing journey

...in an unfamiliar landscape

Marketers are...

Searching for direction

...and nervous about change

- Internet marketing has introduced new ideas, new channels and new technologies
- Many marketers struggle to keep up to date with the new internet marketing techniques
- Firms are nervous about change; but change is inevitable and smart marketers will lead those changes

***The internet: It's not an information technology
but...***

Relationship technologies

...and creating new types of relationships

- Think of the internet as not a computing technology, but a connecting technology; a relationship technology
- It's changing the models for relationships, and where these are between individuals or companies, everyone in the communications sector needs to respond and adapt to the new landscape

In marketing, it's about putting the 'personal' back into personalized marketing...

- **Marketing 2.0 is Personalized:**
Deeper, richer data
> *Watch, don't ask*
- **Marketing 2.0 is Intimate:**
Emotional and genuine
> *Engage, and share*
- **Marketing 2.0 is about Conversations:**
Between two equal partners
> *Take part, don't control*

It's about building...

Intimate relationships

...with customers, and earning their trust

- Consumers want meaningful relationships with brands
- Companies need to find ways to build these relationships
- Intimate, responsive, personalised communications

And it's about a world of media saturation where...

Getting noticed is tough

...brands have to behave differently

Even without the arrival of the internet, today's effective marketing would have to have been different

Media choices have multiplied

Audiences have fragmented

The communications mix is much more complicated

Marketing communications has to work much harder than ten years ago

And there's clear evidence that customers are...

Rethinking media

...and the media choices they make, where they spend their time, and on what terms they engage with media

Consumers are changing their use of all media

Consumers are making conscious judgements about the time and way they interact with media: scheduling their own programmes, building a repertoire of regular websites, screening out some of the advertising from classic media

Marketers need to think again about all their media

The new communications landscape is also about mass media being joined by the...

Media of the masses

...ie, the explosive growth of social media, the democratisation of content creation, the new culture of participation and sharing views

- Blogger / YouTube / Flickr and Wikipedia are just a few of the first generation of brands that harnessed this wave
- The features of social media are now being harnessed by the online services of most mainstream media firms
- These new models shift part of the ownership of content creation to individuals; by doing this they change the relationship between firms and brands

The new social media unlock a wave of...

self expression

...social networks, sharing, participation

- For marketers a key challenge is simply trying to engage with these people, and to use these spaces
- Approach this in the right way and customers in online social networks can be encouraged to spread marketing messages
- But remember that the rules are different and that these are not communication channels the brand either owns or has an automatic right to use, but instead one that the brand may be able to gain permission to use from the people who participate

It's a new set of technologies and channels for you...

To embrace, not resist

...technology is ceaselessly progressing

- A key challenge is that marketers are often not close enough to the technology in digital marketing
- Marketing teams need to be actively exploring these new channels so they can make stronger digital decisions: blogging, social networks, collective intelligence, online communities
- Get this right and it's easier to make good decisions about strategies, processes and suppliers

It's a change in the...

balance of power

...digital marketing teams are finding themselves at the heart of a firm's marketing

- A further key challenge is the importance of digital marketing inside the firm
- Historically digital marketing has been small scale and under-resourced, get in as many web customers but on small scale budgets
- Now the web may be acting as the primary or initial contact point for the largest group of customers and it needs more attention

An urgent need for...

Marketing leadership

...in times of massive socio-economic change

- **And the final challenge is about leadership: marketing managers need to have the skills and insights to make strong decisions**
- **And they also need to really lead their firms and their teams through a very unfamiliar landscape**
- **The role of marketing teams in strategy has never been more critical**



Where are we today?

1 billion people now online

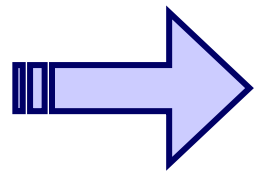
...in all demographics, every sector



**10% of
China**

2006: My Space - 106m people

If MySpace were a country,
it would be the **11th-largest**
in the world (between
Japan and Mexico).



Time

The key media currency to track


Time with online media
Western Europe
20-27% of all time with media



One day a month per person
24 hours a month, 36 hours in UK

Bigger than TV
The lead media channel for many
European under 34 year olds

Polish online audience

- **29.9% of population is online - 11.4m users**
 - **User growth (2000-2007) 307%**
 - **36% of households have internet access (22% broadband)**
 - **89% of enterprises have internet access (46% broadband)**
- 

Source: Internet World Stats 2007, Net Track, SMG/KRC



Need more on CEE markets?

Email our team



Money and advertising spend

Tracking the growth in spend shows one way of how web marketing is growing

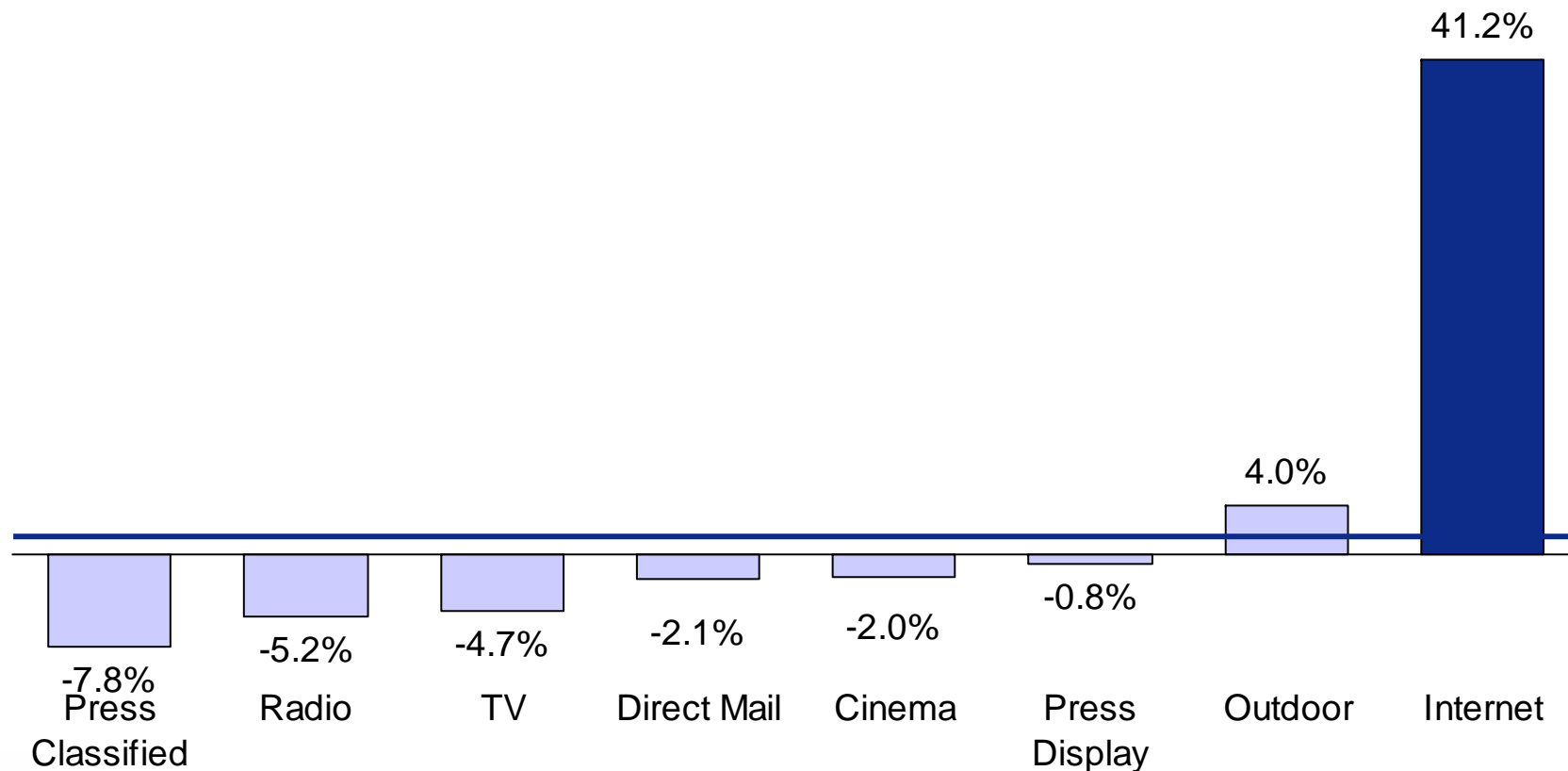
Online adspend in Poland

- **€60m in 2006**
- **3.6% of all media advertising spend**
- **35% estimated increase in 2007**

Source: IAB Poland, CR Media Consulting and Eurostat

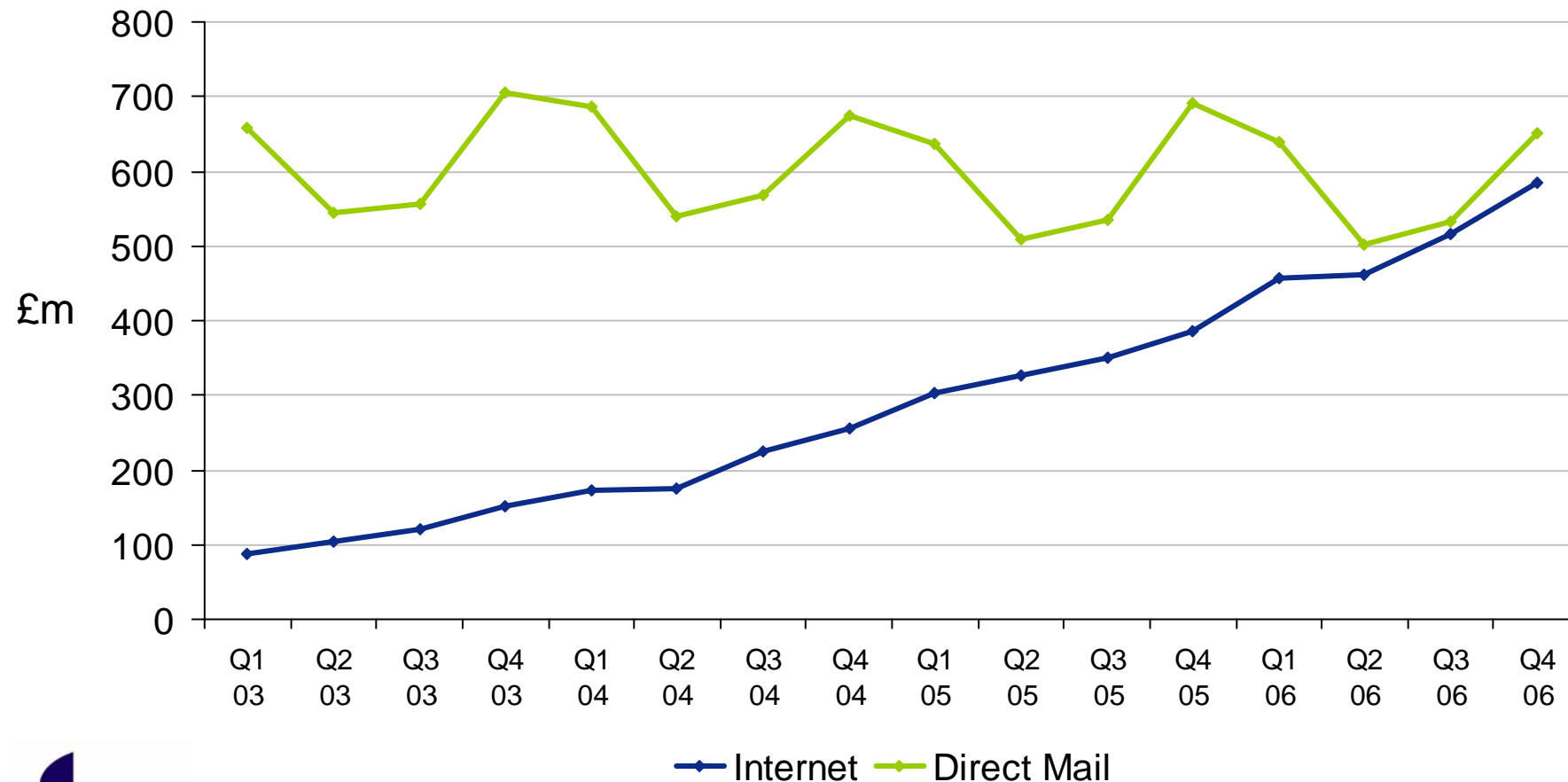
UK online growth 2006

UK as an indicator market for Europe

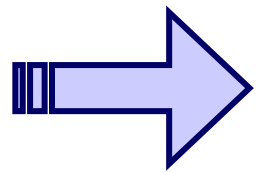


Source: PricewaterhouseCoopers / Internet Advertising Bureau, The Advertising Association / Radio Advertising Bureau/ WARC

Online overtakes direct mail: Spring 07

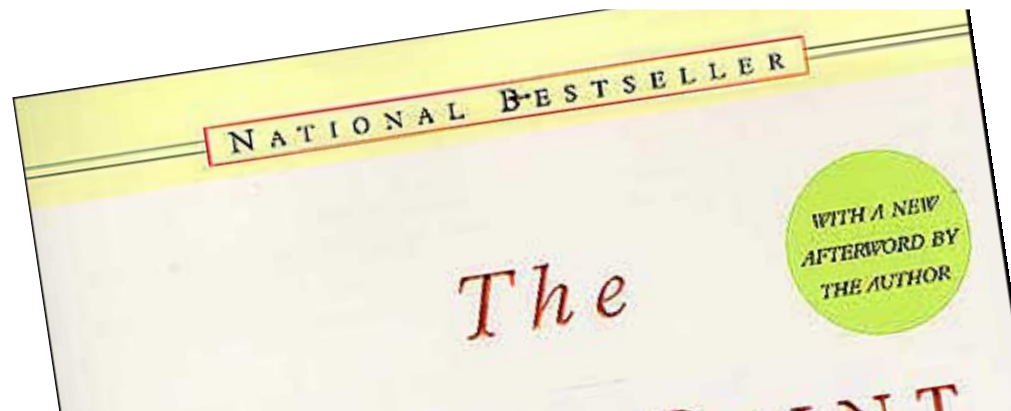


Source: PricewaterhouseCoopers / Advertising Association / Internet Advertising Bureau / WARC



Marketing

An academic discipline in transition



We're seeing the arrival of...

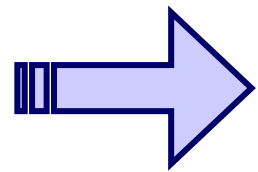
New marketing models

...with massive implications for direct marketing



Need more reading tips?

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Measurement

Giving marketers real accountability

“Everything can be counted,
but not everything that is
counted, counts”

What should you count?

Choose the right metrics for your business



What should you count?

Choose the right metrics for your business

Frequency Posts
Click-throughs
Reach
Visits
Clicks
Impressions
Cookies Uniques
Leads

Measurement

- **Web 2.0 brings new measurement challenges**
- **In theory online is the most accountable of all media**
- **In practice it's easy to count the wrong thing**
- **Consider the business process that's being tracked and use metrics that most accurately reflect this**
- **Websites may be the window into such diverse business models as retail, PR, media, entertainment, events... and each may have meaning in its own metrics**

Audience metrics

Digital Strategy's 5 Ps of traffic is a great way to get started...

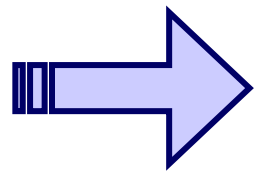
- **People (unique users)**
- **Pages (impressions)**
- **Persistence (stickiness / duration of visit)**
- **Pulling power (repeat visits)**
- **Passion (intensity of their activity)**

Web Analytics 2.0



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Key trends

In digital marketing

Understanding what will influence digital marketing in the next few years

Key strengths get stronger

Accountability

Marketing effectiveness

Customer acquisition


Customer retention

Customer journey

Integrated marketing



Encyclopaedia: new model




Sharing knowledge since 1768

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Today's featured article




The **FIFA World Cup** is the most important competition in international football. The world's most representative team sport event, the World Cup is contested by the men's national football teams of Federation Internationale de Football Association (FIFA) (the sport's largest governing body) member nations. The championship has been awarded every four years since the first tournament in 1930 (except in 1942 and 1946 due to [World War II](#)). However, it is more of an ongoing event as the qualifying rounds of the competition take place over the three years preceding the final rounds. In 1991, FIFA added a separate [Women's World Cup](#). The men's final tournament phase involves 32 national teams competing over a four-week period in a previously nominated host nation, with these games making it the most widely-viewed sporting event in the world. In the 17 tournaments held, only seven nations have ever won the World Cup Finals. [Brazil](#) is the current holder, as well as the most successful World Cup team, having won the tournament five times, while [Germany](#) and [Italy](#) follow with three titles each. The next World Cup finals will begin in Germany on June 9, and will continue until July 9, 2006. ([more...](#))

Recently featured: [Muhammad Ali Jinnah](#) – [Krazy Kat](#) – [Keratoconus](#)

[Archive](#) – [By email](#) – [More featured articles...](#)

Did you know...

- ...that [Henryk Zieliński](#) (*pictured*), a modern Polish historian who studied in the underground university in his youth, died in mysterious circumstances?
- ...that the Byzantine [Komnenian army](#) was deployed in places as far-ranging as Italy, Hungary, and Egypt, and was instrumental in the Komnenian restoration of the empire?
- ...that the film [Autism Every Day](#), though praised by many parents of autistics,



In the news

- U.S. and Iraqi officials confront [Zarqawi](#), leader of al-Qaeda (*pictured*).
- [Halldór Ásgrímsson](#) resigns and will be succeeded by [Ólafur Ragnar Grímsson](#).
- The [Islamic Courts Union](#) consolidates control over the capital of Somalia.
- [Alan García](#) of the APRA becomes President of Peru.
- [Serbia](#) confirms the dissolution of independence.
- Geologists associate a [rain forest](#) with the Permian-Triassic extinction event.


Wikinews – Recent deaths

On this day...

June 8:


- 632 - [Muhammad](#), leader of Islam, died in Medina.
- 1783 - The [Laki craters](#) eruption, triggering a major famine in Iceland.
- 1887 - Herman Hollerith (*pictured*) invents the [punch card](#) calculator.
- 1949 - George Orwell's dystopian novel [1984](#) is published.

Photo album: new model

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Explore



Flickr labs have been hard at work creating a way to show you some of the most awesome photos on Flickr.


We like to call it [interestingness](#).

Explore the gorgeosity by choosing a point in time...

Select a month


Choose ▾

You can also jump into a [calendar view of this month](#).



Other places to explore include:

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- visiting the [FlickrBlog](#), or
- [most recent uploads](#).




[Hellfire](#)
More photos from [doublecappuccino](#), or view his [profile](#).

More interesting photos from [the last 7 days](#)


A year ago today

Take a step back in time and see the most interesting photos from [June 8, 2005](#).




Sets


A few of our favorite sets. Stories are told, themes are developed, junk is collected...




[Vincent at the Supermarket](#)
39 photos | From [carlosluis](#)
Vincent at the Supermarket




[dolls](#)
59 photos | From [reddirtrose](#)
reddirtrose, dolls



[Minimal](#)



[Arizona Wonders](#)
289 members | 3402 photos
"Anything Arizona goes here! Whether a native, an imported resident or just passing through, this state has amazing sites to see with geological wonders from mountains to playas to farming."



[Photoshop Tennis](#)
607 members | 266 photos

Web 3.0 emerges

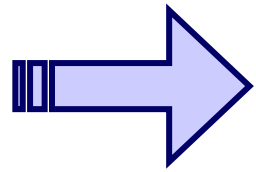
**Fusing offline and online
worlds into one**

Our thanks to Joel de Rosnay :-)



Need more on the future?

Email our team



Trends: audio & video

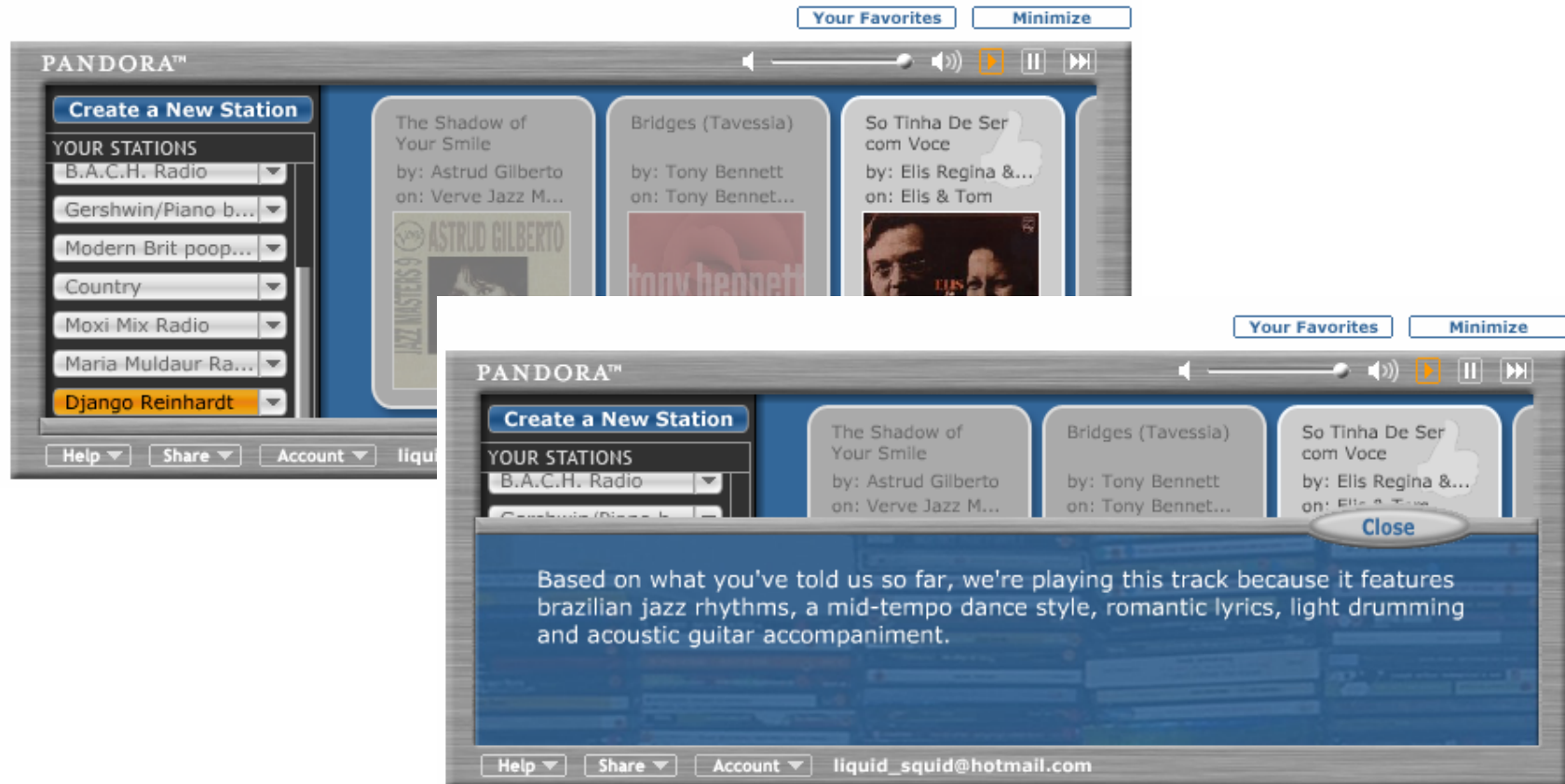
With audience control and participation

Radio: new model



- Podcasting
- Natural evolution from a text 'web'
- 'Non-linear' broadcasting
- Entertainment
- Discussion

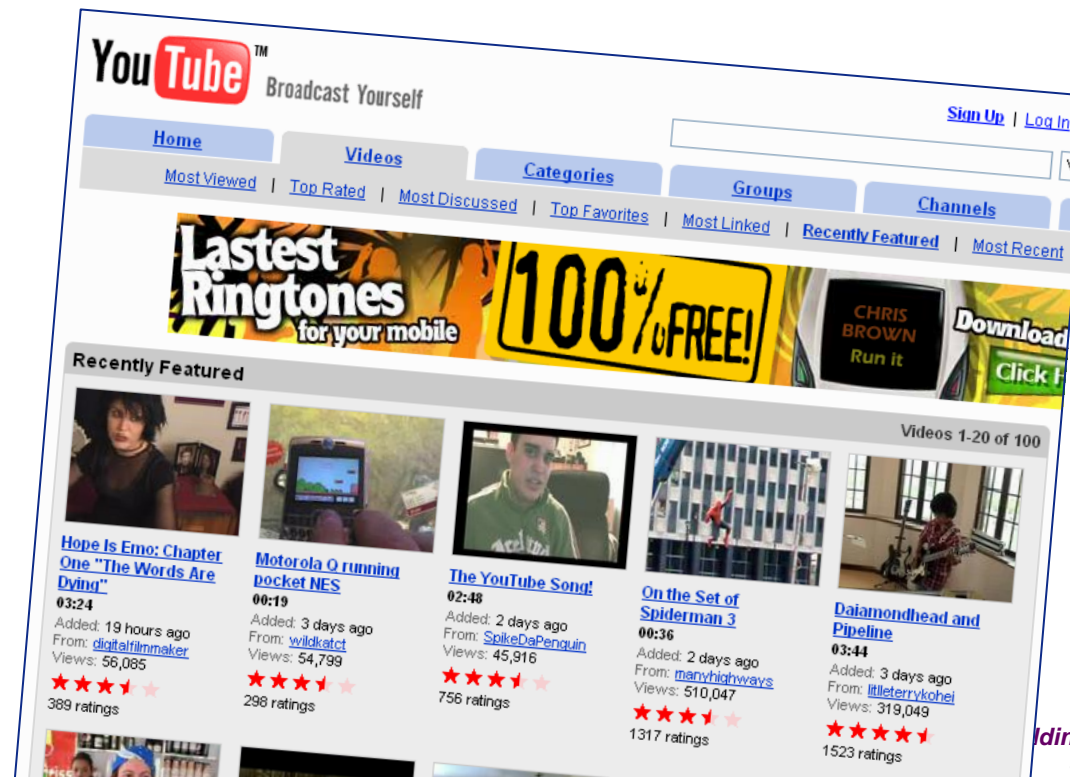
Radio: new model



Pandora: your own radio station

Video: new model

- Changing audience expectations
- People expect the emotional power of film
- Production costs fall
- Every firm can do this



Video: new model

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SERVICES
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Blackberry service

BREAKING NEWS [Spinal Tap reform to save the planet](#)


Harry 'will quit army' if told he cannot fight
The MoD signals it is still considering whether to put the Prince in the firing line.


'Sinister face of Phil Spector'
Mogul's defence attorney ambushed.
[The Spector tapes](#)


Cohabitors denied property rights
Unmarried couples must plan who will keep property.


Spinal Tap reform to save the world
The mock rock group join Al Gore's crusade.


Tribute to Alan Ball
[Leak jibes sting Blair](#)
[New 'tropical' planet](#)
[Diana coroner quits](#)



E-POLL
Should Tony Blair quit before next Thursday's local elections?
Yes ☐
No ☐

AUDIO & VIDEO

PICTURE GALLERIES


Medical students' personal details leaked
An investigation was announced last night after a serious security breach on the website used by medical students applying for junior doctor positions.
[Cancer-prone parents want designer babies](#)


Hospital survey reveals postcode lottery
Research for the Daily Telegraph reveals disparities across regions in the treatment and prevention of serious illnesses.
[How to be a winner in the NHS lottery of life](#)
[Tell us your experiences of hospital care](#)
[The Telegraph Hospital Guide](#)
[Boris Johnson: How can Hewitt turn a blind eye?](#)


Hackers 'snoop on Jimmy Choo boss's emails'
Tamara Mellon - former It Girl

Video: new skills

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Most Requested **News** **Sport** **Business** **Travel** **Arts/Features** **Spector Tapes**

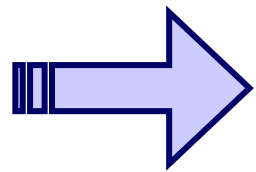


00:00:07

New planet discovery
Astronomers have found a planet on which conditions are the most conducive for extraterrestrial life of any so far discovered.

Email to a friend

- "Murder on their mind," says Spector attorney**
• 1 mins 30 secs • 4.5MB • 26/04/2007
- Yeltsin's funeral**
• 1 mins 52 secs • 5.8MB • 25/04/2007
- Justice Ministry: Judges' revolt**
• 4 mins 24 secs • 2MB • 26/04/2007
- PMQs: Leak gibe riles Blair**
• 3 mins 9 secs • 1.5MB • 25/04/2007
- New planet discovery**
• 1 mins 32 secs • 4.5MB • 25/04/2007
- Diana coroner: Surprise decision**
• 3 mins 57 secs • 3.6MB • 24/04/2007
- Somalia: No help after US disaster**
• 5 mins 17 secs • 2.4MB • 25/04/2007
- Junior doctor's damning verdict on NHS debate**
• 3 mins 45 secs • 1.7MB • 24/04/2007
- Diana coroner steps down**
• 1 mins 29 secs • 4.5MB • 24/04/2007
- Shock over Blackman verdict**
• 1 mins 34 secs • 5MB • 24/04/2007
- 'I just wanted justice for Lucie'**

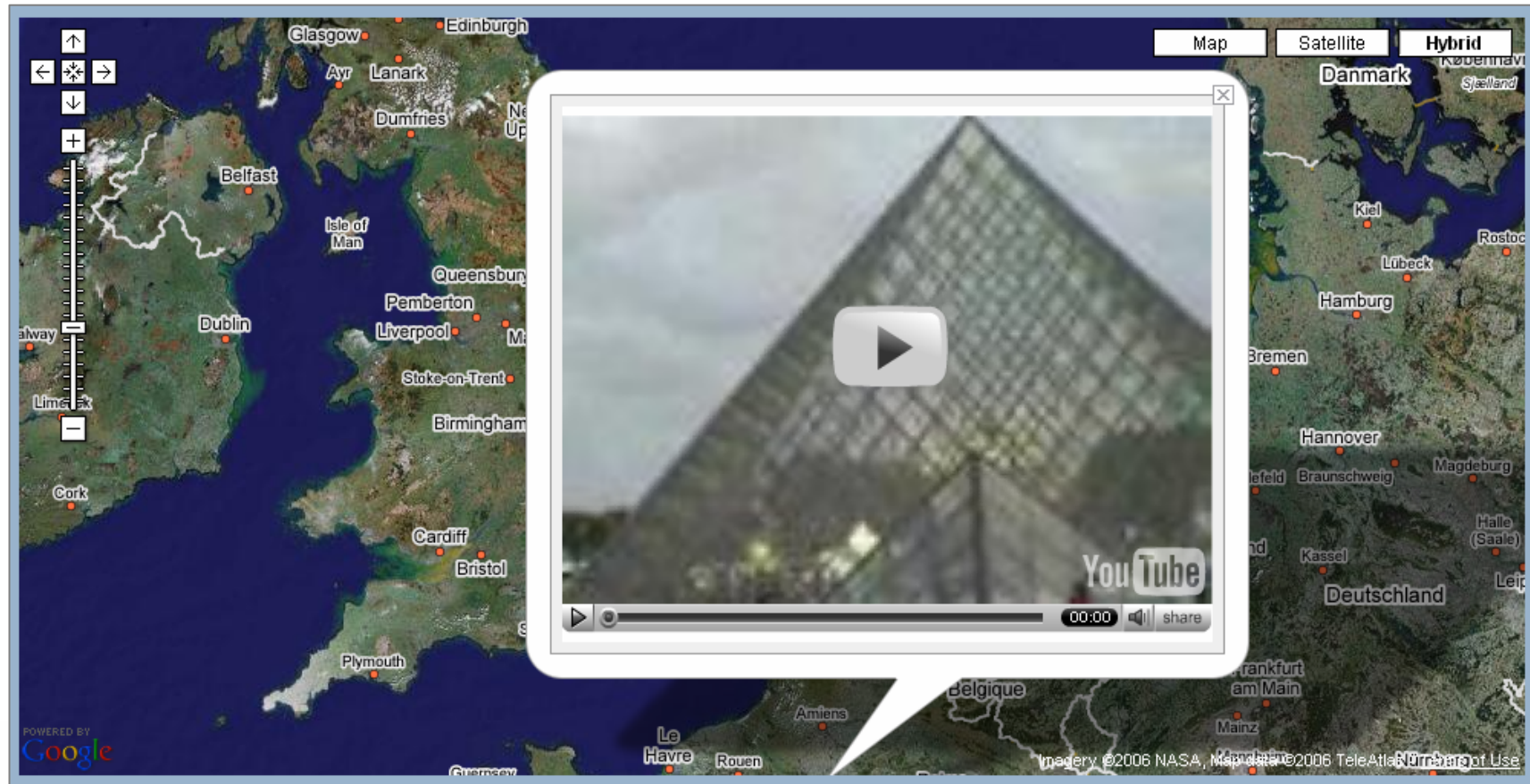


Mashups

**Combining data increase value:
the 2+2=5 effect**

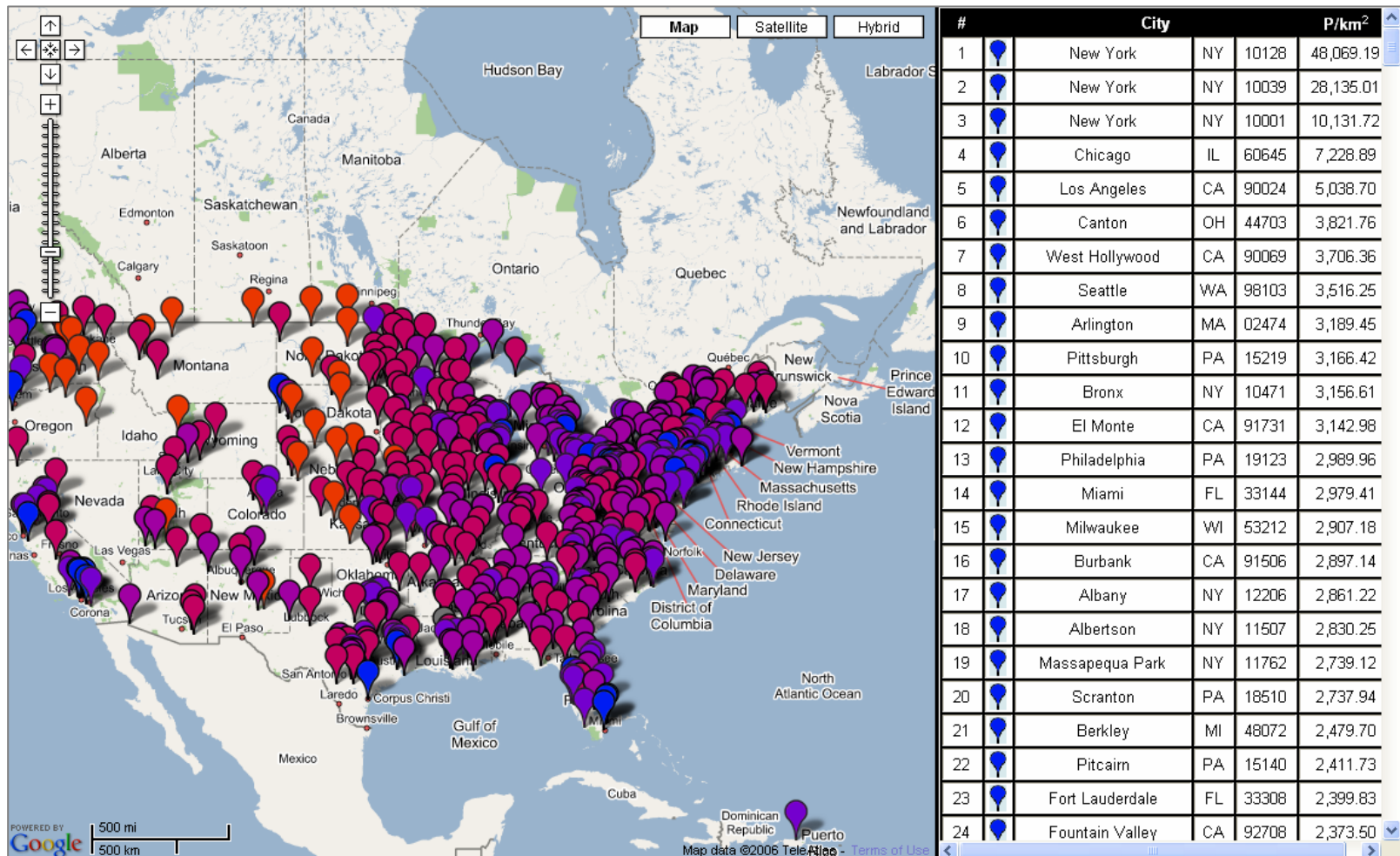
Mashup: YouTube and Google Maps

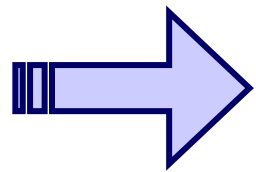
www.virtualvideomap.com



Mashup

Google Maps and population of US cities





Case study

Combining it all together

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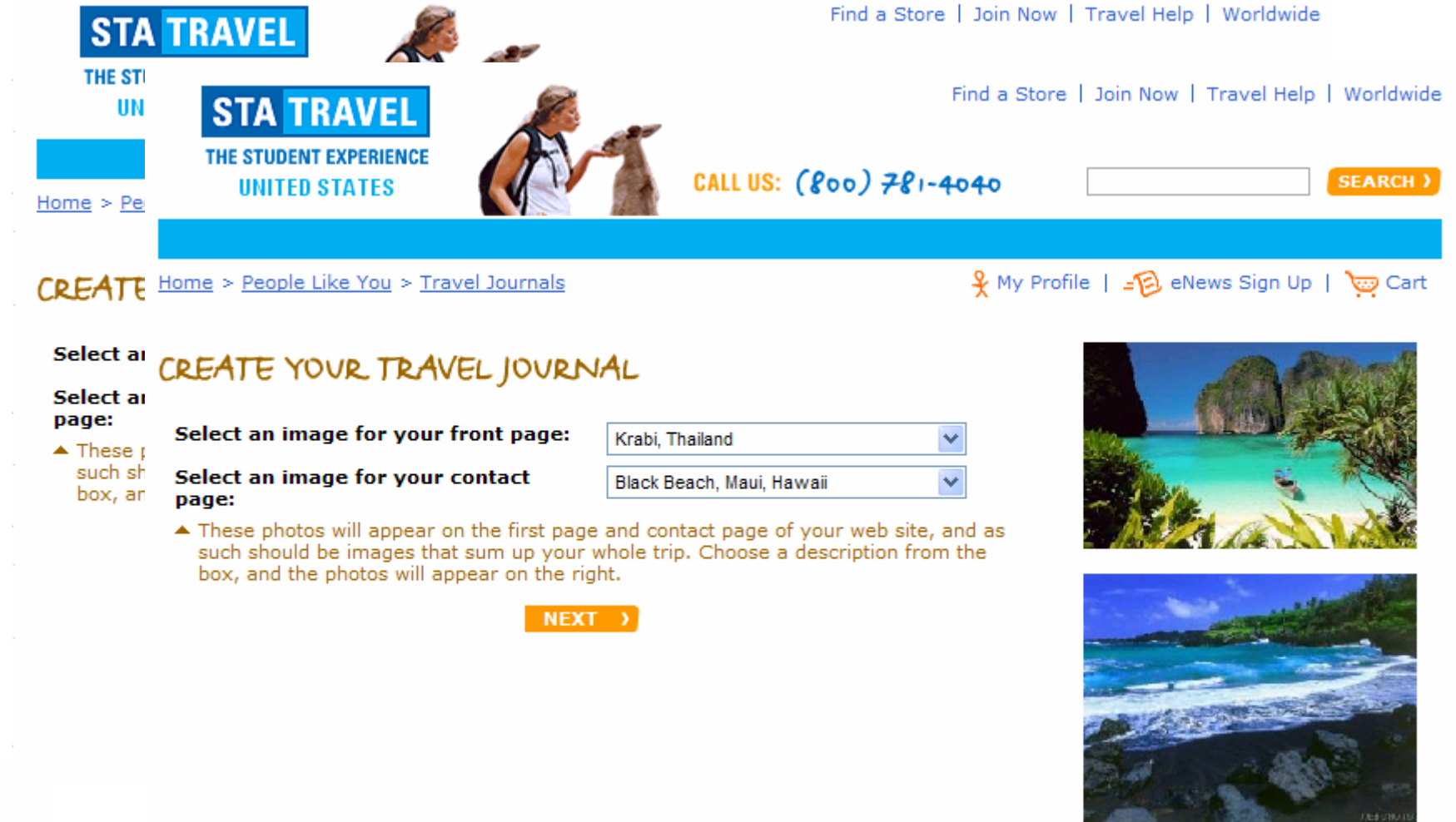
6 mins ago



[New Zealand](#)

36 mins ago

Choosing pictures...



And your finished journal!

DON'T PET THE COWS HERE

MY STA TRAVEL JOURNAL HOMEPAGE



Hello, welcome to my travel journal

WHERE I AM NOW



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WHERE I'VE BEEN

SINGAPORE



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GET HELP

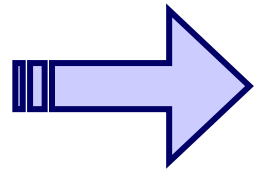
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Journals

- **Gives customers a voice**
- **Excites customers' passions**
- **Harnesses the viral effect of email; strong agent for social networking**
- **STA builds its reach**
- **Thousands of bloggers, hundreds of thousands of emails**



Digital Strategy Consulting's practical tips

Digital's top tips for using Web 2.0 techniques in your sites

- 1. Create an environment for participation**
 - Create structures for user contributions
 - Enable communities to form
 - Nurture postings and talent
- 2. Harness collective intelligence**
 - Give intelligence back to the contributing market
 - Explore secondary markets
- 3. Rethink your data**
 - Invest in data
 - Explore mashups
- 4. Lever the long tail**
 - Create a strategy for distribution and syndication
 - Look to smallest blog as well as the high traffic hubs
- 5. Replace interruption with engagement**
 - Rethink the philosophy of your marketing
 - Switch from monologue to dialogue

have...

Build simple participative content

Launch 'top of the traffic charts'

- Most 'discussed' stories
- Most watched stories (time)
- Most forwarded stories
- Most respected stories (user ranking)
- Most searched for term
- Most recently searched term
- Most recently viewed content

Getting more from the content you have...

‘Top of the audience charts’

- Top reader – power readers who consume the most pages are experts in your site
- Top rated blogger – power bloggers and posters are given status by the members of your community
- Top tracked bloggers – who gets the most views
- Top topics – using tagging and tag clouds to articulate the interests of your audience



Key takeaways

Key takeaways

- 1 Key challenges for marketers in the digital world - change**
- 2 Where are we today? – becoming the lead medium**
- 3 Time - the key media currency**
- 4 Money - online adspend leaps**
- 5 Marketing - new philosophies**
- 6 Ways to reach consumers – new tools**
- 7 Measurement – new metrics**
- 8 Key trends – participation, engagement, Web 2.0**
- 9 STA Travel - combining it all together**
- 10 Simple practical steps**

And all based on strong classic marketing theory



Macie pytania? Napiszcie do mnie

Get in touch!

Mail me more of your questions

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CEO, Digital Strategy Consulting**

Trainer | Commentator | Strategist | Coach

**Danny@DigitalStrategyConsulting.com
+44 (0) 20 7244 9661**



- **More information? Contact: TheTeam@DigitalStrategyConsulting.com +44 (0) 20 7244 9661**
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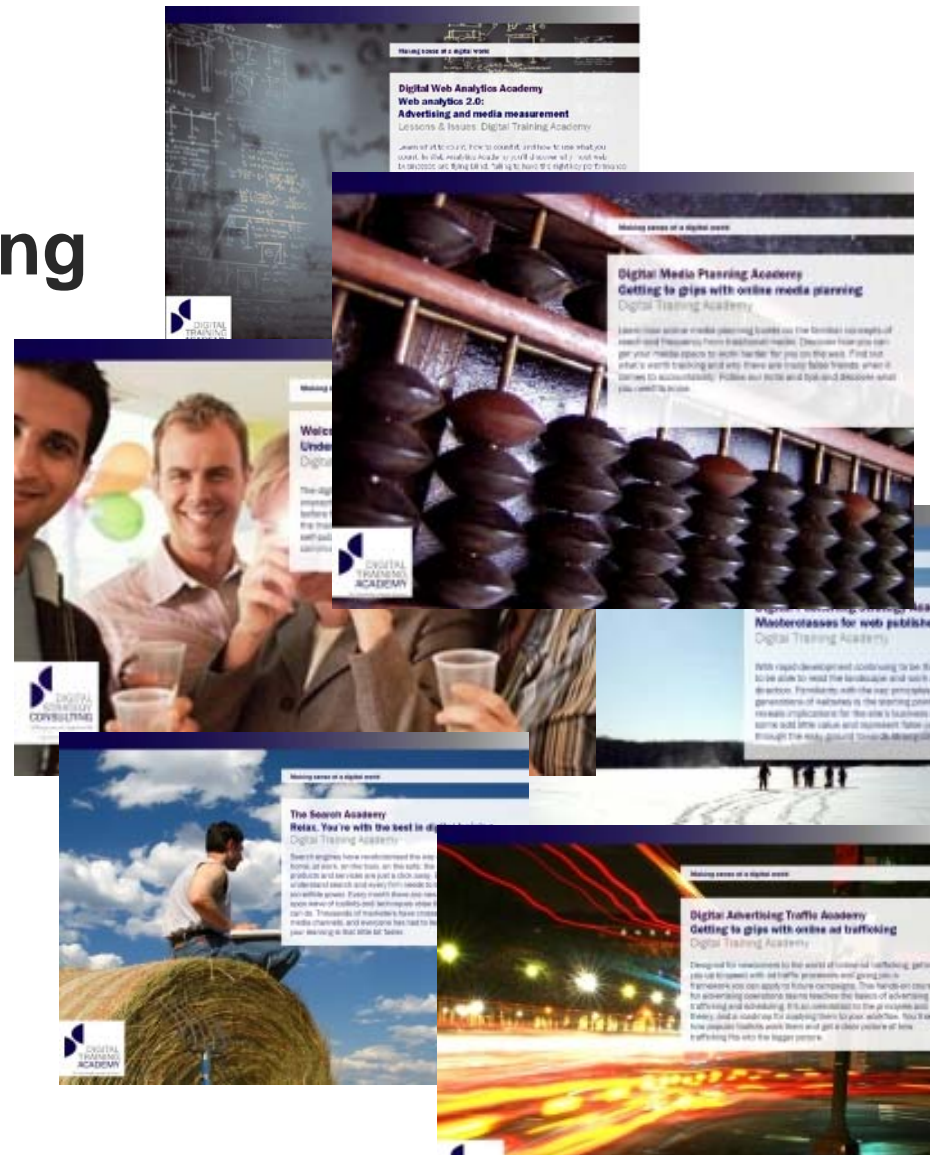
Today's executive academy

- 1 Key challenges for marketers in the digital world
- 2 Where are we today?
- 3 Time - the key media currency
- 4 Money - online adspend leaps
- 5 Marketing - new ideas
- 6 Ways to reach consumers
- 7 Measurement
- 8 Key trends
- 9 Case study - combining it all together
- 10 Simple steps



Advanced digital training

- Web analytics
- Online media planning
- Search engine marketing
- Web 2.0
- Building communities
- Online media sales
- Writing for the web
- Internet product development





Marketing 2.0

***What does Web 2.0 mean for
modern personalised marketing?***



Making sense of a digital world

The Digital Training Academy

A man wearing sunglasses and a woman wearing a flat cap are looking at a smartphone together. The man is holding the phone, and the woman is pointing at the screen. They are both smiling and appear to be outdoors.

Building stronger marketing teams

Marketing 2.0

What does Web 2.0 mean for modern, personalized marketing?

Online marketing has changed, again. The technologies of the 'Web 2.0' generation of applications and services have big implications for internet advertising and how internet marketers work. They have triggered a massive wave of participative communities, online social networks, user generated content and social media that have changed the landscape marketers work in. Marketers need to adjust their models and campaigns to use these new tools and to harness the power of online marketing effectively. But to succeed in internet marketing there are challenges in thinking, structure and marketing processes that have to be overcome. What are the challenges? What are the key elements of Web 2.0 that matter most? What are the tips from our team here at Digital for marketers to approach Web 2.0 services the right way?

Danny Meadows-Klue

Questions and debate

Danny@DigitalStrategyConsulting.com

<http://www.DigitalTrainingAcademy.com/web2>